

2010 *Athletics Administration* Editorial Calendar

February 2010

Cover –

Directors' Cup Fall Standings Update (**NACDA**)

ADOY on-campus presentation photos

Sports Medicine/nutrition/legal performance enhancers, drug testing across all divisions

Getting to Know – Association Presidents

45th Convention promotional page

March 2010

Cover —

Green Initiatives being taken on campuses

NACDA Consulting

Getting to Know—Association Presidents

45th Convention promotional page

April 2010

Cover – Convention photo

Convention Preview – Exhibitor Listing, Registration, Affiliate Association Information

Apparel (Nike targeting the small market programs, sport-specific deals with companies like New Balance at JC/CC, NAIA and DIII levels, issues with exact colors)

Getting to Know—Association Presidents

45th Convention promotional page

June 2010

Cover –

Convention Issue – Corbett Award Recipient/NIT Award Recipient/Exhibitor Listing with
Addresses/Emcees/Keynote Speaker

Directors' Cup Update (Winter Standings)

Q&A Forum - Corbett Winner

Getting to Know—Association Presidents

August 2010

Cover – NCAA Football

Convention Photo Spread for all Associations

Directors' Cup Winners at Convention

ADOY Award Recipients

Awards (Jostens), different product offerings (rings, trophies, etc.)

Association Officers page

October 2010

Cover – Facilities

Facilities Showcase

LEED Certified facilities, solar-powered facilities

November 2010

Cover –

Technology (HD Video Boards/cameras, etc.)

December 2010

Cover – Directors' Cup Presentations

Computer Software (different ways of reaching out to fan base)

Learfield Sports on-campus presentations (**NACDA**)